



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser Pol/R Casey/D/US Senate (16759)
Agency Shorr & Associates (2909)
Buyer D'ETTORRE,MICHAEL
Salesperson Telerep/Washington DC, Washington DC
(1040)
Product ph: (555) 555-5555
Brand Political - Federal Candidate (1067)
Acct Types POL/R CASEY/D/SEN/PA (134170)
Est/Headline National/Political
Demo /06334717
Revision
Comments BOB CASEY 9/25
***** THIS IS A CASH IN ADVANCE

Invoice 640606
Inv Date 10/28/2012
Terms Net 30
Contract 332908
Bill Type Standard
Period 10/1/2012 - 10/28/2012

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/29/2012 1:23:14PM

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
2.0	Contract Line Remarks:		TODAY 7-8A/2						
	Spot	7:00:00AM- 8:00:00	Day,M-1	10/01/12 7:27AM (Mo)	00:30	Today Show	BCTV1208H	\$850.00	
4.0	Contract Line Remarks:		TODAY 8-9A/4						
	Spot	8:00:00AM- 9:00:00	Day,M-1	10/01/12 8:41AM (Mo)	00:30	Today Show	BCTV1208H	\$800.00	
6.0	Contract Line Remarks:		NEWS 6-7A/6						
	Spot	5:59:04AM-Channel	Day,M-1	10/01/12 6:57AM (Mo)	00:30	Channel 11 News 6am	BCTV1208H	\$1100.00	
8.0	Contract Line Remarks:		JUDY 4P/8						
	Spot	4:00:04PM-Judge Ju	Day,M-1	10/01/12 4:20PM (Mo)	00:30	JUDGE JUDY 4P	BCTV1208H	\$550.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

**We warrant that the actual broadcast information
shown on this invoice was taken from the official log.**

Gross Total	\$3,300.00
Commission	(\$495.00)
Net Total	\$2,805.00

Total Spots 4